

DESERET NEWS

HOME SHOW

OCTOBER 11-13, 2019

Mountain America
Expo Center

How-to set up your company's Exhibitor Listing

How to create your listing - as easy as 1-2-3-4!

1. Enter your company info online at:
www.deseretnewshomeshow.com/add-exhibitor-login
2. Log in (Exhibitor Listing Login) on our homepage with the username: **SLCOctober@mpe.com** and password: **SLCOctEX9**
Please note that the password is case sensitive. Contact your sales rep if you want to fax/email your information.
3. We will create your company profile and set up your Request Information form.
4. We will update and maintain your page as required so you can promote product launches, store sales, events and more through your company page!

Tips to get the most out of your listing

- Enter a full description of your company. The more information you provide the better as it will help people find you using the search tool.
- Use as many keywords as possible. The keywords will help you appear in the search results. If you sell different types of products, be sure to list them all.
- Select the category that best represents your company. Your company will be listed under this heading.
- Include your booth number. Make sure customers can find your company on the show floor.
- Offer a show special or discount. Use a promo code or offer a percentage off to people who mention your listing, this way you can track the results.
- Follow up with email requests. Be sure and reply to any quote requests you receive - try and make appointments with customers during the show.

The screenshot shows the website interface for the Deseret News Home Show. At the top, it displays the event dates (October 11-13, 2019) and location (Mountain America Expo Center, Sandy, UT). Navigation links include Information, Show Features, Exhibitor List, Looking to Buy?, Blogs & Social, and Booth Quote. A prominent banner for 'EXHIBITOR LISTINGS' features a fire pit. Below the banner, there are two main sections: 'ADD YOUR EXHIBITOR LISTING' and 'GET A BOOTH QUOTE'. The 'ADD YOUR EXHIBITOR LISTING' section includes a form with fields for Company Name, Address 1, Address 2, City, State/Province, Zip/Postal Code, Phone Number, Booth #, Website (http://), Facebook page (http://), and Twitter page (http://). It also has a field for 'Please enter your link on Better Business Bureau (if applicable)' and an 'Upload company logo or product photo' section with a file upload button and a description field. The 'GET A BOOTH QUOTE' section includes a 'BOOTH QUOTE' button and a 'SEARCH THE EXHIBITOR LIST' section with an 'EXHIBITOR LIST' button. There are also advertisements for 'sleep number' and 'HomeAdvisor'.

Benefits of creating your company listing

VISIBILITY - Receive a full page on our website (www.DeseretNewsHomeShow.com) to promote your company, store(s) and products. Update this information while your listing is active to promote show specials, new products, store openings and more!

SALES - Consumers can contact you through a search function and email form and you can immediately respond to requests for more information.

Need more help?

If you need technical help or want to make changes to your listing, please email **Jen Shaw** at jens@MPEshows.com.